

AMENDMENTS TO THE CLAIMS:

Please cancel Claims 4, 5, 12, and 13 without prejudice to or disclaimer of the subject matter recited therein.

Please amend Claims 1, 7, 11, and 14 and add Claims 15 through 17 as follows:

1. (Currently Amended) A digital broadcasting receiver, comprising:

receiving means for receiving a broadcasting wave including a digital television signal and GUI data, included in a broadcasting wave the GUI data including keyword information relating to the GUI data;

installing means for selectively installing the GUI data received by said receiving means; ~~and~~

displaying means for displaying the installed GUI data on the display unit; ~~[[,]]~~ and  
storage means for storing a user's preference information,

wherein, after said receiving means receives the GUI data, said installing means effects comparison as to whether the keyword information relating to the GUI data corresponds to the user's preference information, ~~displays a selecting menu through which a user can select as to whether the GUI data received by said receiving means is installed or not~~ screen for causing a user to select whether or not to install the corresponding GUI data if the keyword information corresponds to the user's preference information, and executes installation of the GUI data if the user selects installation thereof on the displayed selecting screen.

2 - 6. (Canceled)

7. (Currently Amended) A digital broadcasting receiver according to claim 4 1,  
wherein:

the keyword information is characteristics information of a remote control;  
the preference information is tendency information for a user's operation; and  
the GUI data to be installed is selected based on comparison between the  
characteristics information and the tendency information.

8. (Previously Presented) A digital broadcasting receiver according to claim 7,  
wherein the tendency information includes at least one of a history of an operation for executing  
a given function, a type of misoperation caused before execution of the given function, a hand  
holding the remote control, and information as to whether the remote control is laid in use or held  
in use.

9 - 10. (Canceled)

11. (Currently Amended) A controlling method of a digital broadcasting receiver, said  
method comprising the steps of:

receiving a broadcasting wave including a digital television signal and GUI data, ~~included~~  
~~in a broadcasting wave~~ the GUI data including keyword information relating to the GUI data;  
selectively installing the GUI data received in the receiving step; ~~and~~  
displaying the installed GUI data on the display unit; and ~~[[,]]~~

storing a user's preference information,

~~wherein, in said installing step, which is performed after the GUI data is received in said receiving step, said installing step effects comparison as to whether the keyword information relating to the GUI data corresponds to the user's preference information, displays a selecting menu is displayed so that a user can select through the menu as to whether the GUI data received in said receiving step is installed or not~~ screen for causing the user to select whether or not to install the corresponding GUI data if the keyword information corresponds to a user's preference information, and executes installation of the GUI data if the user selects installation thereof on the displayed selecting screen.

12 - 13. (Cancelled)

14. (Currently Amended) The controlling method according to claim ~~12~~ 11, wherein:  
the keyword information is characteristics information of a remote control;  
the preference information is tendency information for a user's operation; and  
the GUI data to be installed is selected based on comparison between the characteristics information and the tendency information.

15. (New) A digital broadcasting receiver according to claim 1, wherein the GUI data comprises data for changing a menu in a graphical user interface.

16. (New) A digital broadcasting receiver according to claim 1, wherein the GUI data comprises a menu screen image.

17. (New) A digital broadcasting receiver according to claim 1, wherein the GUI data comprises data for changing a menu to correspond to a remote control.